

Message Text

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14

ACTION CU-04

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R 061350Z FEB 76
FM AMEMBASSY MASERU
TO SECSTATE WASHDC 5505
INFO AMEMBASSY GABORONE
AMEMBASSY MBABANE

UNCLAS MASERU 115

E.O. 11652: N/A
TAGS: OEXC, LT
SUBJ: IV GRANTEE CHRISTIAN LETLAMA MOHAPI - PROGRAMMING
SUGGESTIONS

REF(A) 75 STATE 282493, (B) 75 MASERU 1243, (C) 75 MASERU 575

1. MOHAPI DESIRES ARRIVE WASHINGTON FEBRUARY 27 OR MARCH 1.
REQUEST GRANT AUTHORIZATION DATA BY CABLE IF EITHER THESE DATES
ACCEPTABLE. MOHAPI'S BIO DATA CONTAINED REF C. ALTERNATE
GRANTEE PROPOSED PARAGRAPH 3 BELOW.

2. PROGRAMMING SUGGESTIONS. MOHAPI'S PRINCIPAL INTERESTS, ASIDE
FROM GETTING BETTER ACQUAINTED WITH U.S., ARE HANDICRAFT
PRODUCTION AND MARKETING, ESPECIALLY HANDWOVEN TEXTILES. HE
THEREFORE INTERESTED IN MEETING RELATIVELY SMALL BUSINESSMEN
IN THIS AREA, IN SEEING OUTLETS OF SUCH GOODS, AND IN GAINING
FIRST HAND EXPERIENCE OF MARKETING TECHNIQUES. IT IS HOPED
HE WILL ESTABLISH CONTACTS WHICH WILL BE PURSUED BY SUBSEQUENT
GOL-SPONSORED VISITORS FROM HIS PRESENT ORGANIZATION, LESOTHO
NATIONAL DEVELOPMENT CORPORATION. HE WILL CARRY WITH HIM
COLOR SLIDES ILLUSTRATING LESOTHO LIFE AND HANDICRAFTS, AND,
WEIGHT PERMITTING, SOME SAMPLES OF MOHAIR TEXTILES. HE IS
PREPARED ADDRESS SMALL GROUPS WITH PARTICULAR INTEREST IN
HANDICRAFT PRODUCTION AND MARKETING. HE IS VERY PERSONABLE,
HAS EXCELLENT ENGLISH, AND CAN TRAVEL ALONE. SUGGEST PART-
TIME ESCORT ONLY. PARTICULAR CITIES HE ANXIOUS TO SEE ARE
BOSTON, MIAMI, LOS ANGELES, SAN FRANCISCO, CHICAGO, NEW YORK
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IN ADDITION, A DISPLAY OF LESOTHO HANDICRAFTS IS PLANNED FOR

PHILADELPHIA IN MARCH(EXACT DATE WILL BE SUPPLIED LATER). AND
HE WOULD LIKE TO BE PRESENT NOR OPENING IF POSSIBLE.

3. PROPOSED ALTERNATE: SCOTT BAKOENA MOAHLOLI; BORN LESOTHO
1950; PRESENT POSITION- PROJECT OFFICER, LESOTHO NATIONAL
DEVELOPMENT CORPORATION; REASON FOR NOMINATION- SAME AS FOR
PRINCIPAL; AVAILABILITY - MARCH; VISAS - ELIGIBLE; ENGLISH -
EXCELLENT.
HAUGHT

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NNN

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